



I am in a punster's paradise, considering the potential for wordplay in a post about Lowe's new pilot program, Build a Birthday. I'll try to pass up most of the opportunities for groan-worthy metaphors; but those who know me well will understand the agony I'm feeling.

Let me emphasize how impressed I am by this effort. It checks all the boxes for brand-appropriate, community-oriented, loyalty-building, creative-thinking marketing.

You might say Lowe's has hit the nail right on the head.

Currently piloting in ten US markets, Lowe's Build a Birthday parties offer a two-hour, all-inclusive experience for kids age five and up. Under supervision by a Lowe's employee, kids can celebrate their birthday learning by doing, building small projects together, wearing safety goggles, aprons, and construction helmets – all at their local Lowe's.

This is a win-win-win. Parents leave everything to Lowe's; kids get a novel experience instead of the same-old pizza party; and Lowe's starts what could be a lifelong relationship with young DIYers.

Plus, of course, kids get an introduction to working with their hands, using tools, and the joy of creating something. For some it could be the beginning of a hobby, a passion, even a career.

Of course, lifestage loyalty is nothing new; planting brand loyalty in the young is as old as toys in the Cracker Jack box or premiums in the cereal carton. United Airlines once had a preschool-to-pension offering, with onboard Happy Meals for kids, a loyalty program geared at students, Mileage Plus for adults in their prime, and Silver Wings Plus for seniors. KidZania, the global "learning and entertainment" venue company based in Mexico City, has for years offered destination "cities" where kids

can explore the working world, trying on jobs like barista or scientist – all sponsored prominently by brands hoping to foster loyalty with young consumers-in-training.

I can't find any downside to Lowe's concept; except maybe the Legal Department fretting over liability for kids hitting their thumbs with a hammer. Building brand loyalty, helping kids learn vital manual skills that lead to self-reliance, all wrapped up in a festive experience that makes it easy for parents – it's all good. **Your thoughts?**

©2023 schneideronloyalty | 6919 SE 144th Ave, Portland OR 97236

[Web Version](#)

[Forward](#)

[Unsubscribe](#)

Powered by
GoDaddy Email Marketing®